

Application No. 09/888,554

Amendment Dated March 1, 2010

Reply to Notice of Non-Compliant Amendment mailed October 30, 2009

**Amendments to the Specifications:**

**BACKGROUND OF THE INVENTION**

Please replace paragraph [0001] with the following amended paragraph:

[0001] Presently at supermarkets and stores a plastic unit that sometimes has some advertising on it or inserted into the interior is used to divide customer check out placement and products purchased at the point of purchase (POP) counter from other customers. These dividers presently come in different shapes and sizes. The following invention improves the divider into a combination customer and product divider with electronic interactive retail transaction functions. The customer can use the divider to find information about the store, read product and store updates, view video advertising, secure individual electronic coupons, donate to a charity of choice and self bar code scan products or coupons, enter weight products, enter bank and store cards and help complete the check out function. The divider will not be limited performing one but a number of customer retail transaction functions or tasks. Present supermarket POP systems are very expensive and often require a capital expenditure and complete register system reconfiguration. Also if a customer wants to access all of the retail tasks the transaction divider offers they would have to perform them individually taking more time. To remedy this problem, which prior art fails to address fully, the transaction divider can offer a customer several retail tasks in one system. Supermarkets and other stores will be able to add the divider system to their existing purchasing system making the up grade in technology and service affordable. The transaction divider will help expedite the customers experience at the supermarket store and allow a supermarket store to expand their technology in a POP system for a reasonable cost. The supermarket store will also benefit by increased customer satisfaction, advertising perks, more customer transaction options, less labor cost, data tracking and the checkout dividers and system will be paid by advertising revenue with the system having low entry and expansion cost. Also the supermarket store would be able to add this system to their existing POP checkout and register system for much less cost than purchasing an entire new system.